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NAVAL SUPPLY SYSTEMS COMMAND
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TELEPHONE NUMBER
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AUTOVON
IN REPLY REFER TO:

5218
Ser 54A/6
2 1 FEB 2003

From: Commander, Naval Supply Systems Command

Subj: GUIDELINES FOR OPTIMIZING READABILITY OF FLAT-SIZE MAIL

Ref: (a) U.S. Postal Service (USPS) Domestic Mail Manual
        (b) OPNAVINST 5218.7B, Navy Official Mail Management
            Instruction

Encl: (1) USPS Guidelines on Preparation of Addresses on
            Flat-Size Mail

1. Because many USPS mail-processing centers use automated
equipment to process flat-size mail it is important Navy
activities are aware of the recommendations in enclosure (1).
To obtain more detailed standards for preparation of flats refer
to Section C820 of reference (a).

2. Of particular importance to Navy activities is information
in enclosure (1) on the address block location, delivery address
format, and preferred fonts.

3. During visits to Navy mail centers, the Navy's Official Mail
Manager (OMM) observed some outgoing mail addressed to military
addresses was prepared using improper address formats. This
practice has a major effect on the readability and subsequent
delivery of flat-size mail. Information on address formats for
mail originating from Navy activities can be found in paragraph
14 of reference (b). An example of a proper address for mail
addressed to a Navy activity is as follows.

        COMMANDER
        NAVSPECWARGRU TWO
        1300 HELICOPTER RD
        NORFOLK VA 23521-2944

4. Request you forward this letter to OMMs at all activities
under your cognizance. Command OMMs should share this
information with all action officers, administrative assistants,
and other personnel who prepare correspondence for mailing.
Information provided in enclosure (1) should also be included as
part of an activity's official mail training program.

5. Direct questions on the proper addressing of military mail
to Mr. Alan L. Hass, 717-605-5894 or DSN 430-5894.

                        E. DEMETZKY
                        By direction

Subj: GUIDELINES FOR OPTIMIZING READABILITY OF FLAT-SIZE
        MAIL

Distribution:
AAUSN (SPD)
COMLANTFLT (N412P)
COMPACFLT (N4142)
COMUSNAVEUR (N41P)
CNET (N0041)
CNO (N09BF)
COMNAVAIRSYSCOM (AIR 00EA21)
COMNAVFACENGCOM (HQO-COMCEN)
COMNAVDIST WASHINGTON DC
COMNAVMETOCCOM (N111)
COMNAVPERSCOM (014CC)
COMNAVREG HAWAII
COMNAVREG MIDLANT
COMNAVREG NE
COMNAVREG NW
COMNAVREG SE
COMNAVREG SW
COMNAVRESFOR (N01A)
COMNAVSEASYSCOM (SEA 09A12)
COMNAVSECGRUCOM (N1)
COMNAVSPECWARCOM
COMSC (N0021)
COMSPAWARSYSCOM (SPAWAR 09-M)
COMUSNAVCENT (N1)
DIRSSP (SP 161)
NAVMEDLOGCOM (MED 01)
NAVY REGION SOUTH

UNITED STATES POSTAL SERVICE.

GUIDELINES FOR OPTIMIZING READABILITY of FLAT SIZE MAIL

New Postal automation equipment is capable of processing flat-size mail at a rate of over 17,000 pieces per hour! This high speed processing not only helps to hold down postal operating costs and consequently postage rates, it also enables consistency in on-time mail delivery. High readability of barcode and address information is a critical component for success. Please use the following recommendations to ensure accurate and efficient processing of your mail. These guidelines are intended to enhance, but do not replace, standards found in the Domestic Mail Manual.

ADDRESS BLOCK LOCATION

· The delivery address should be at least 1" lower and 1" to the right of the return address, assuming both addresses read in the same direction.
· The delivery address block must be clearly separated from any extraneous text and graphics. Provide a minimum clear area of 3/8" (1/2" recommended) in each direction surrounding the address block.
· Avoid skew (less than 5 degrees off the horizontal or vertical axis).
· To facilitate Postal Service delivery operations, the preferred delivery address block location is in the upper right hand quadrant of the mailpiece adjacent to the bound edge. This is particularly true for mail without a return address. When the orientation of the piece is landscape, address should appear in the lower right hand quadrant.
· Refer to attached diagrams for preferred address placement. Flat envelope–Portrait: Diagram #1; Landscape: Diagram #1A. Standard Mail with bound edge: Diagram #2. Periodicals: Diagram #3.

DELIVERY ADDRESS FORMAT

· Delivery address should be 3 or 4 lines (excluding OEL and/or ACS Participant Code).
    ATTN: JOE DOE
    ABC COMPANY
    123 MAIN STREET
    ANYTOWN NY 12345-6789
· Additional information may appear on the lines above the address block (i.e. account number, Optional Endorsement Line (OEL), ACS Participant Code (keyline).
    #BXM<dpm ********* 3-DIGIT 400
    #4063050118# in 001 100 21 0010
· Print City, State and ZIP Code on the same line.
· Print delivery address information on the line immediately above City, State and ZIP Code line.
· Place attention line above the company name.
· Left justify address block information.
· Use uniform font size and spacing throughout. Address characters should not touch. Upper and lower case, as well as all caps, are acceptable.
· Use 10 - 12-point OCR readable font. Avoid script and narrow fonts (See listing of preferred fonts on Page 2. For a complete listing, see Domestic Mail Manual (DMM) C830 Exhibit 2.1).
· Place POSTNET barcode (11-digit preferred) below the City, State and ZIP Code line.
· Print black ink against a light background (See DMM C830.3).
· PLANET Code, if used, should be placed above or below the OEL and/or ACS Participant Code.
· Address block should be clear of graphics and extraneous information.
· Label and envelope material should be opaque so that text or graphics inside the mail piece cannot be detected by processing equipment. Text and graphics must not show through the address.
· Use printers that do not leave voids within the character (i.g. avoid the use of dot matrix printers).
· Use Coding Accuracy Support System (CASS) software to standarize address formats (*Postal Addressing Standards*, Publication 28). Use CASS certified 9 and 11-digit ZIP Code addressing information.

Questions? *Contact your Mailpiece Design Analyst for more information.*

UNITED STATES POSTAL SERVICE.

BARCODE APPLICATION

- Place postnet barcode below the delivery address.
- Barcode should have a 1/8" minimum separation from the City, State and ZIP Code line.
- Left bar of the Postnet and/or PLANET Code should be in line (left justified) with the destination address block.
- Leave a clear space of 1/8" to both the left and right ends of the barcode.
- DO NOT place a postnet barcode in the return address area.
- Use 11-digit postnet barcode to ensure highest accuracy.
- If 9 or 11-digit barcode is not known, print an accurate 5-digit barcode.
- DO NOT pad ZIP Codes or postnet barcodes with 0's or 9's (i.e. 76011-0000).

ADHESIVE LABELS

- Apply on the outside of polywrapped items (smooth side, not seam side) if possible.
- If the delivery address is inside the polywrap covering, then the polywrap material must be clear (free from haze) and wrinkle free over the address.
- Place address labels on uniformly, avoiding skew (less than 5 degrees).
- RECOMMEND NOT USING adhesive labels for delivery address with customer logo and printed return address. If used, delivery address should be 1" to the right and 1" below return address.

EXTRANEOUS INFORMATION

- Keep advertising, logos and other information clear of the delivery address area.
- Two return addresses MAY NOT be used on any mail piece. (See DMM A010.5.2)
- RECOMMEND NOT PLACING store location addresses on the same page as the delivery address. If used, center justify store addresses to avoid confusion with the delivery address.

Arlington Location   *Cincinnati Location*
1 Main Street   *2 West Street*
Arlington Texas   *Cincinnati Ohio*

LISTING OF PREFERRED FONTS

- The Optical Character Reader (OCR) is designed to handle a wide number and variety of fonts. Use 10 - 12-point font size and avoid narrow type and script fonts. The following Microsoft Windows™ fonts read very well (For a complete listing see DMM C830 Exhibit 2.1):

- **ARIAL BLACK**
- COPPERPLATE
- COURIER
- COURIER NEW
- HELVETICA
- LUCIDA FAX

- LUCIDA SANS
- OCR-A
- OCR-B MT
- **SF SANS SERIF**
- TAHOMA

Questions? Contact your Mailpiece Design Analyst for more information.

PREFERRED ADDRESS PLACEMENT
ENVELOPE - ANY CLASS

#1

ABC Advertisement Co.
8450 Home Street
Yourtown VA 22080

Return Address

1" to right of return address, minimum

1" below return address, minimum

Destination Address

PLANET Code

Keyline
```
******************** 5 DIGIT
#JAN93 00 MD 3125BL 02 02 80
```

ATTN: JOE DOE
ABC COMPANY
123 MAIN ST
ANYTOWN NY 12345-6789

Postnet Code

Clear Area, 3/8" minimum, 1/2" recommended

ORIENTATION: PORTRAIT

PREFERRED ADDRESS PLACEMENT
ENVELOPE - ANY CLASS

#1A

ABC Advertisement Co.
8450 Home Street
Yourtown VA 22080

Return Address

CITY

MAY-1 '98

STATE

U.S. POSTAGE
00.00

1" to right of return address, minimum

1" below return address, minimum

Destination Address

PLANET Code ➤ IIII..II..II..III..II.I.I..II.II.I.I..I..III..II.I..III..III..I

*********************** 5 DIGIT
Keyline ➤ #JAN93 00 MD 3125BL 02 02 80

ATTN: JOE DOE
ABC COMPANY
123 MAIN ST
ANYTOWN NY 12345-6789

Postnet Code ➤ I..II..I.I..II..I..I.I.I..II..I..II.I.I.I..I.I..I.II.I..I

Clear Area, 3/8" minimum,
1/2" recommended

ORIENTATION: LANDSCAPE

Questions? *Contact your Mailpiece Design Analyst for more information.*

PREFERRED ADDRESS PLACEMENT
STANDARD MAIL W/BOUND EDGE

#2

ABC Advertisement Co.
8450 Home Street
Yourtown VA 22080

Return Address

1" to right of return address, minimum

PRSRT STD
AUTO
U.S. POSTAGE PAID
NEW YORK, NY
PERMIT NO. 1

1" below return address, minimum

Destination Address

PLANET Code ⟶ Illıllıllılllıllıllıllılllıllıllıllıllıllıl

Keyline ⟶ ********************** 5 DIGIT
#JAN93 00 MD 3125BL 02 02 80

ATTN: JOE DOE
ABC COMPANY
123 MAIN ST
ANYTOWN NY 12345-6789

Postnet Code ⟶ lılllllllllllllllllllllllllllllllllllll
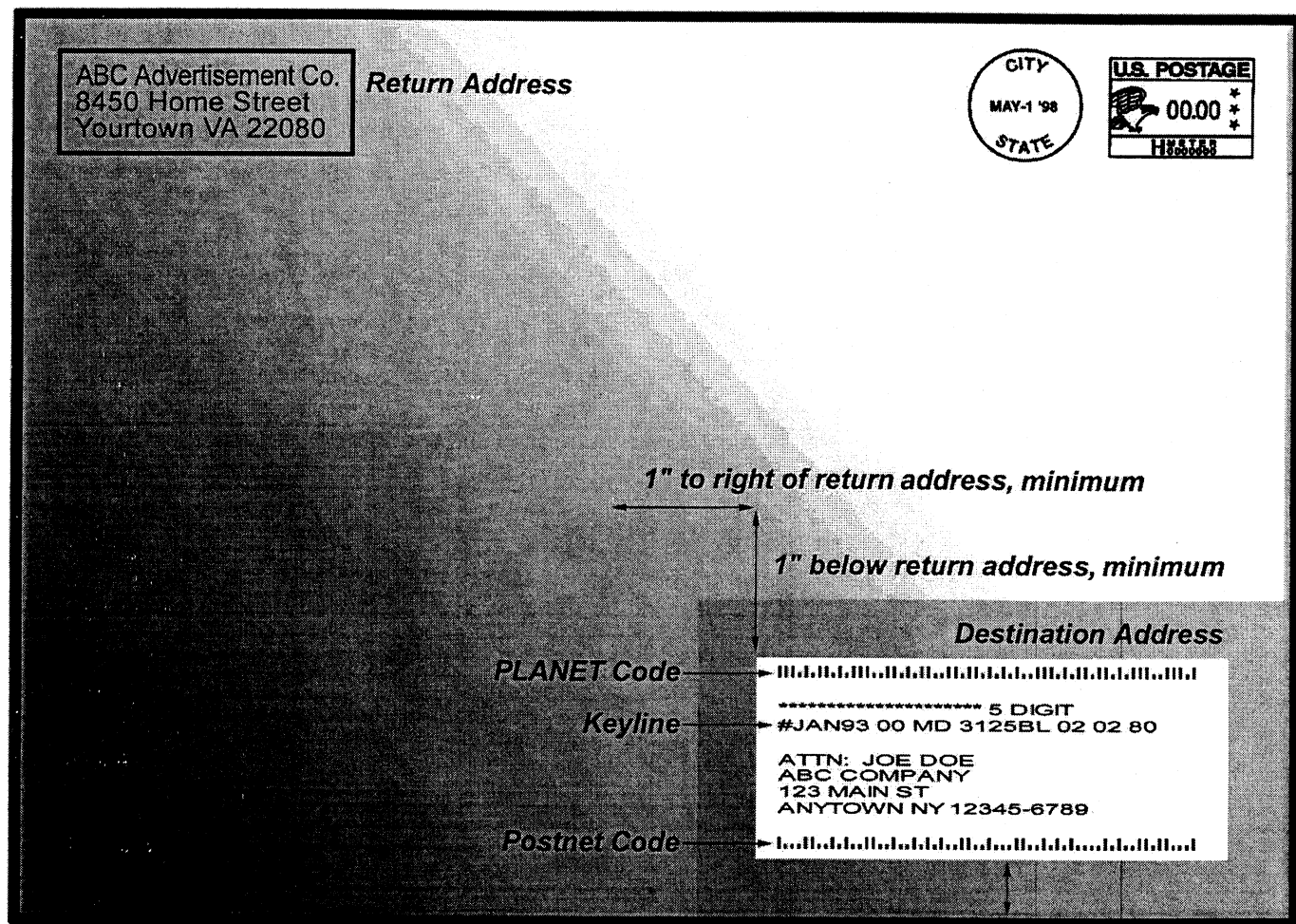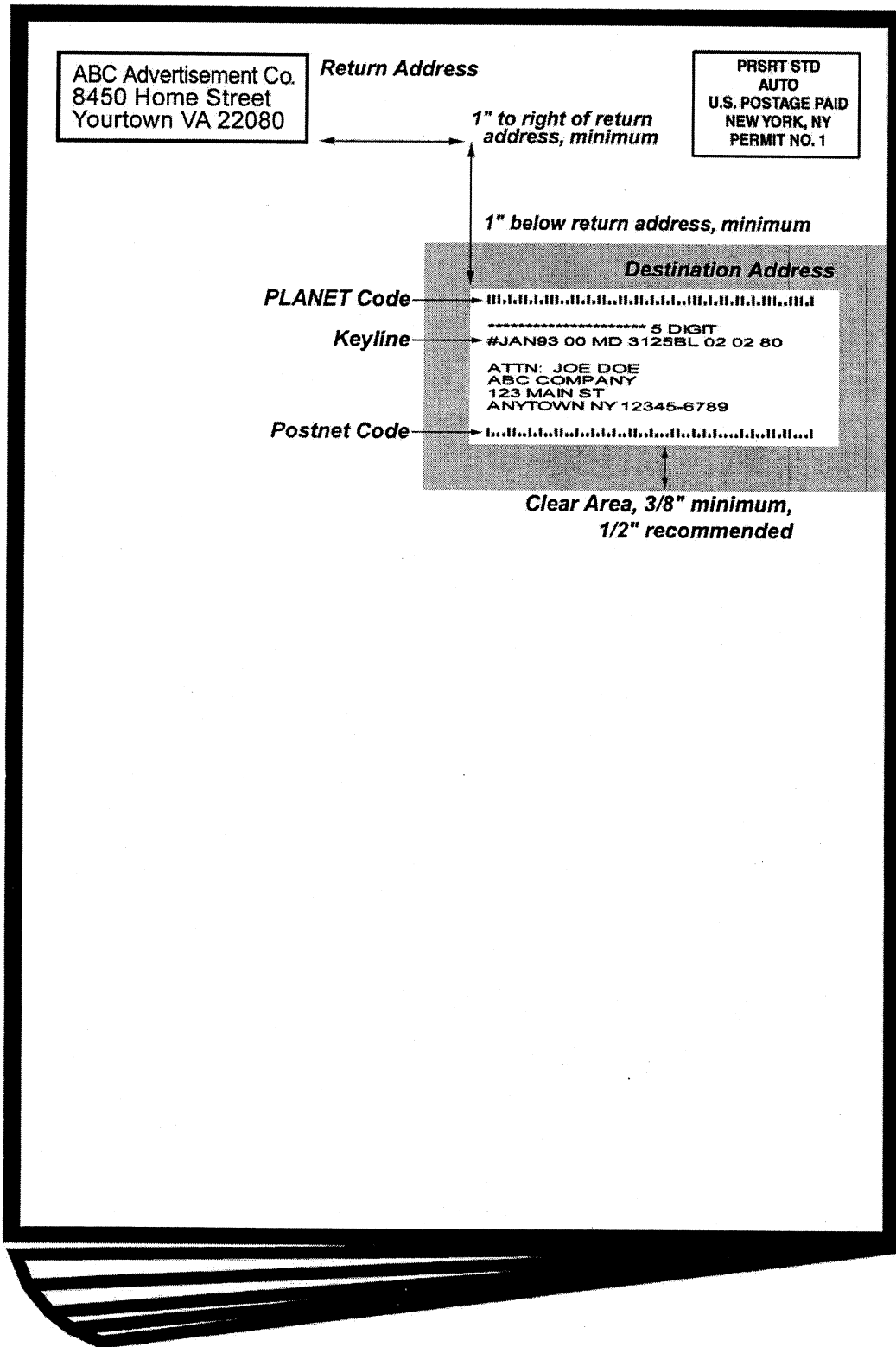
*Clear Area, 3/8" minimum,
1/2" recommended*
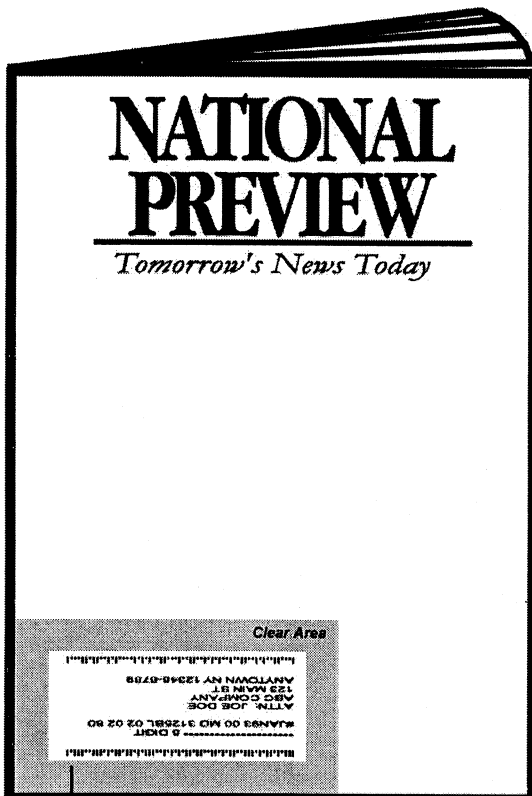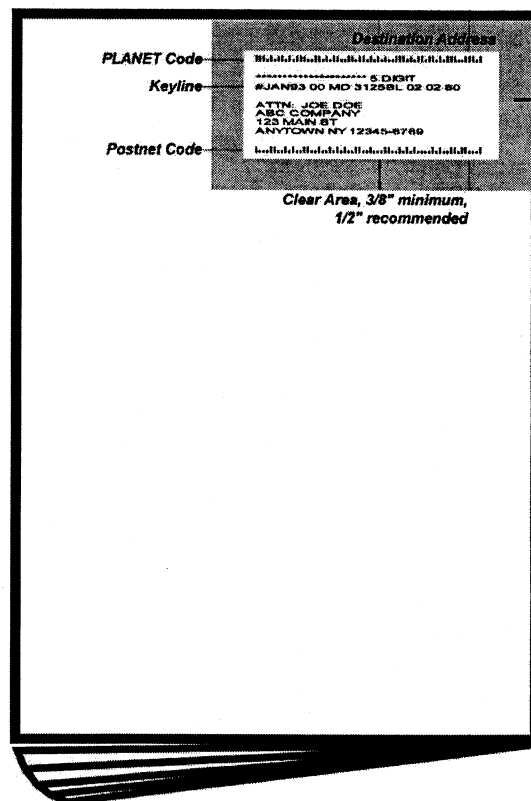
Bound Edge or Fold

ORIENTATION: PORTRAIT

Questions? *Contact your Mailpiece Design Analyst for more information.*

PREFERRED ADDRESS PLACEMENT
PERIODICALS

FRONT COVER

NATIONAL PREVIEW
Tomorrow's News Today

Clear Area

ıılıılıılıılıılıılıılıılıılıılıılı
ANYTOWN NY 12345-6789
123 MAIN ST.
ABC COMPANY
ATTN: JOE DOE
*********** 5 DIGIT
#JAN93 00 MD 31258L 02 02 80
ıılıılıılıılıılıılıılıılıılıılı

BACK COVER

Destination Address

PLANET Code — ıılıılıılıılıılıılıılıılıılıılıılıılıılı

Keyline — *********** 5 DIGIT
#JAN93 00 MD 31258L 02 02 80
ATTN: JOE DOE
ABC COMPANY
123 MAIN ST
ANYTOWN NY 12345-6789

Postnet Code — ıılıılıılıılıılıılıılıılıılıılıılı

*Clear Area, 3/8" minimum,
1/2" recommended*

Address Label Placement and Orientation

Binding or Fold

***Address label placement would be the same for flat size piece with a final fold.*

Questions? Contact your Mailpiece Design Analyst for more information.